

Title (en)

AUDIENCE DEFINITION FOR MEDIA PROGRAMS IN LIVE LINEAR PROGRAMMING

Title (de)

ZUSCHAUERDEFINITION FÜR MEDIENPROGRAMME IN DER LINEAREN LIVE-PROGRAMMIERUNG

Title (fr)

DÉFINITION DE PUBLIC POUR PROGRAMMES MULTIMÉDIAS DANS UNE PROGRAMMATION LINÉAIRE EN DIRECT

Publication

EP 3721638 A1 20201014 (EN)

Application

EP 18886731 A 20181206

Priority

- US 201715836711 A 20171208
- US 2018064282 W 20181206

Abstract (en)

[origin: US2019182521A1] Viewing policies are received for a media program being offered via linear programming. The viewing policies are transformed to a linear prioritized list of audiences and respective actions to perform on a per user basis for presentation via the live linear programming. The actions analyzed to determine a base action associated with sending a base content stream for the media program. An audience associated with the base content stream and previous audiences associated with previous actions that have a higher priority in the linear prioritized list than the content stream audience are selected. An audience definition for the media program is generated defining restrictions based on the base audience and the previous audiences. The audience definition is used to determine whether users may view the media program based on characteristics of the users before the media program is available via the live linear programming.

IPC 8 full level

H04N 21/466 (2011.01); **H04N 21/431** (2011.01); **H04N 21/442** (2011.01)

CPC (source: EP US)

H04N 21/2187 (2013.01 - EP US); **H04N 21/2541** (2013.01 - EP US); **H04N 21/25891** (2013.01 - EP US); **H04N 21/26283** (2013.01 - EP US); **H04N 21/44213** (2013.01 - EP US); **H04N 21/4532** (2013.01 - EP US); **H04N 21/4627** (2013.01 - EP US); **H04N 21/4668** (2013.01 - EP US); **H04N 21/4882** (2013.01 - EP US); **H04N 21/812** (2013.01 - EP US); **H04N 21/8543** (2013.01 - EP US)

Cited by

US11997331B2

Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)

BA ME

DOCDB simple family (publication)

US 11146837 B2 20211012; **US 2019182521 A1 20190613**; AU 2018378698 A1 20200618; AU 2018378698 B2 20230413; BR 112020011166 A2 20201117; CA 3083781 A1 20190613; CN 111448801 A 20200724; CN 111448801 B 20220426; EP 3721638 A1 20201014; EP 3721638 A4 20210811; MX 2020005858 A 20200909; US 11997331 B2 20240528; US 2022030290 A1 20220127; WO 2019113336 A1 20190613

DOCDB simple family (application)

US 201715836711 A 20171208; AU 2018378698 A 20181206; BR 112020011166 A 20181206; CA 3083781 A 20181206; CN 201880079163 A 20181206; EP 18886731 A 20181206; MX 2020005858 A 20181206; US 2018064282 W 20181206; US 202117495668 A 20211006